



The Future of Work

The rapid pace of technological growth is drastically altering the way people work. There are plenty of radical innovations: from job-hunting to how a workforce communicates, from liquid work environments to fluid teamwork dynamics. Also, from new technological disruptions (e.g. robotics, artificial intelligence and machine learning) to dramatic shifts in employees'

expected skill requirements. Nowadays, the information revolution has embraced the digital transformation that makes it possible to work anywhere, anytime and with anyone. Companies are able to cut costs and to grow their talent pools at the same time. Furthermore, open and horizontal dynamics define today's increasingly blurred roles and responsibilities.

BRIEF

Envision yourself in 10 years.

What would be the ideal Service Design solution – physical and/or digital – to apply to a *collaborative* working environment?

How will workspaces evolve and reflect these changes? Which tools and platforms would you like to adopt to support the envisioned scenario and future teamwork dynamics?

This competition will help Accenture to explore new service design scenarios for the future of the work environment, from a physical and a digital point of view.

AUDIENCE

The competition is open to candidates who have a first-level degree and/or professional experience in Visual and Graphic Design, Interaction Design, Architecture and Creative Coding. The competition is also open to candidates with a diploma/degree or professional experience in Business Design, Communication Science, New Media, Psychology, Sociology, or equivalent, if they are motivated by a sound research interest towards the program's topics and are able to present a strong portfolio.

JURY

Projects will be selected and evaluated by a jury composed by Accenture and the Faculty of the Master in Service Design of Domus Academy and Domus Academy Admissions Jury.

REQUIRED MATERIALS

The candidate is asked to deliver a digital presentation in PDF format, A4 landscape orientation, composed of a maximum of 15 slides, structured according to the following guidelines:

- Framework and Problem Setting:
Which is your area of investigation?
- Research and Analysis: *Which are your supporting references? Which are the best practices and solutions already available on the market?*
- SOLUTION:
 1. Overview text: max 300 words
 2. Scenario: visuals and/or storyboard
 3. Details: sketches, illustrations and user journeys that explain the proposed solution
- Digital Prototype (optional)
- Portfolio of projects
- Detailed curriculum vitae
- Project proposal (see specifications above)
- Motivation statement (max 200 words)
- Copy of Degree Certificate
- Academic Transcripts
- Domus Academy Application Form*

The candidates are asked to send their materials in one sole file in .PDF format. Any further attached material will be considered a plus and will be evaluated by the jury.

* **Application fee is waived for competition participants.**

PRIZES

- One scholarship covering 60% of the total tuition fee of the Master Program
- One scholarship covering 50% of the total tuition fee of the Master Program
- One scholarship covering 40% of the total tuition fee of the Master Program
- Two special mentions covering 20% of the total tuition fee of the Master Program

Prizes will be calculated on the standard tuition fee amounting to €28.600 (for non-EU passport holders – diploma fee is not included) and €16.990 (for EU passport holders – diploma fee is not included)

SCHEDULE

The works must be delivered to Domus Academy by and no later than **April 6th 2018**.

Candidates will be informed about the results of the competition by e-mail on **May 4th 2018**.

ENTRY DELIVERY

Projects in digital format must be uploaded to the following URL:

www.competition.domusacademy.com

or sent by e-mail to: **competitions@domusacademy.it**

Subject: THE FUTURE OF WORK

Paper works must be sent to:

Domus Academy

THE FUTURE OF WORK

Master Program in Service Design – Via Carlo Darwin, 20 – 20143 Milan, Italy

When you submit your project, you will receive a confirmation within 48 hours that your submission was received. If you do not receive a confirmation, let us know at competitions@domusacademy.it

ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2017/18 and with an adequate knowledge of the English language (IELTS 5.0 academic or equivalent certificate).

20143 Milan, Italy

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ACCENTURE

SOME SEE THINGS DIFFERENTLY. OTHERS, DIGITALLY.

IF YOU CAN DO BOTH, TAKE THE CHALLENGE!

At Accenture Digital we help clients pivot from thinking digital to being digital at the core. From interactive experiences that captivate customers, new intelligence that is applied across every industry, function and process, and the Digital Reinvention of Industry through smart, connected, products, services, plants and workers – that's NEW APPLIED NOW.

ACCENTURE INTERACTIVE

Helping clients create the best customer experiences on the planet, across the entire customer journey

ACCENTURE APPLIED INTELLIGENCE

Embedding intelligence at the core of business to drive transformative outcomes

ACCENTURE INDUSTRY X.0

Using advanced digital technologies to transform businesses' core operations, their worker and customer experiences and ultimately their business models

MASTER PROGRAM DESCRIPTION

New information and communication technologies are bringing on a revolution leading to a radical change in the way services are offered and enjoyed, generating evolving needs and desires, both in the public and private industries. Service Design, through an integrated and multidisciplinary approach, operates within this context and has the task to understand and embrace social changes in order to deliver experiences and solutions for unpredictable future scenarios. The Master in Service Design program is meant to foster storytelling and prototyping skills, the problem-solving and business design approach to help students develop innovative service ideas. Through user observation, students will detect unmet user needs and develop compelling scenarios, physical and virtual systems of service experience, working in close contact with professionals, firms and public-sector organizations.

GENERAL TERMS AND CONDITIONS

- Every moral or authorship right as to the project remains property of the author.
- The projects sent to Domus Academy will not be returned.
- All the material must be the result of an unpublished work developed by the candidate, not to be used in other previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the suitable standards defined by the jury. The jury will judge at its own discretion and its decision is final.
- The scholarship presented in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship will be deducted from the balance of the tuition fee.
- The assigned scholarship which will not be confirmed could be transferred to the next candidate in the ranking list.
- Participants that will be selected accept that part of their work will be published on Websites and/or Social Media channels of the institutions involved.

INFORMATION

competitions@domusacademy.it

